

SEVIER COUNTY TOURISM PROFILE

| County Indicator | 2010 | 2011 | 2012 | % Change 2011-2012 | State Ranking |
|--|---------------|---------------|-----------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | |
| Population | 20,818 | 20,971 | - | - | |
| Total Non-Ag Employment | 7,384 | 7,890 | - | - | |
| Non-Ag Avg Monthly Wage | \$2,501 | \$2,526 | - | - | |
| Per Capita Income | \$26,015 | \$26,716 | - | - | |
| Unemployment Rate* | 8.5% | 7.4% | - | - | |
| SPENDING & EMPLOYMENT | | | | | |
| Spending by Travelers** | \$37,059,273 | \$38,452,577 | - | - | |
| Travel & Tourism Related Employment | 697 | 694 | - | - | |
| TOURISM TAX REVENUES | | | | | |
| Local Tax Revenues from Traveler Spending** | \$1,938,225 | \$2,027,994 | - | - | |
| Transient Room Tax | \$273,736 | \$359,913 | \$409,278 | 13.7% | |
| Restaurant Tax | \$189,930 | \$196,521 | \$210,624 | 7.2% | |
| Car Rental Tax | \$16,311 | \$19,474 | \$20,033 | 2.9% | |
| Retail Sales | | | | | |
| Gross Taxable Retail Sales | \$298,912,674 | \$314,532,041 | - | - | |
| REGIONAL VISITATION COUNTS | | | | | |
| Capitol Reef N.P. | 662,659 | 668,833 | 673,345 | 0.7% | |
| Palisade S.P. | 141,458 | 167,869 | 195,596 | 16.5% | |
| Yuba S.P. | 225,213 | 140,965 | 237,708 | 68.6% | |
| Fremont Indian S.P. | 78,055 | 101,993 | 113,892 | 11.7% | |
| Otter Creek S.P. | 57,786 | 57,942 | 51,875 | -10.5% | |
| Millsite S.P. | 34,782 | 40,487 | 40,959 | 1.2% | |
| Territorial Statehouse S.P. | 8,817 | 22,564 | 29,079 | 28.9% | |
| Piute S.P. | 18,294 | 17,531 | 16,739 | -4.5% | |

* Several Counties have identical Unemployment Rates

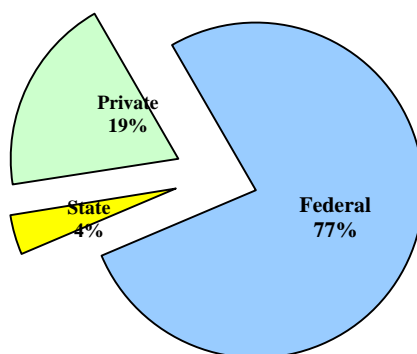
** GOPB methodology change for 2010 calculations

| Land Ownership - 2012 | % Total |
|-------------------------------|---------------|
| Total Acres in County | 100.0% |
| Federal Government | 77.0% |
| BLM | 16.8% |
| US Forest Service | 59.8% |
| National Park Service | 0.4% |
| National Wildlife Service | -- |
| Other • | -- |
| State Government | 3.8% |
| Utah State Parks & Recreation | 0.1% |
| Utah State Wildlife Reserves | 0.3% |
| State Trust Lands | 3.5% |
| Other •• | -- |
| American Indian | 0.1% |
| Private* | 19.1% |

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Sevier County Tourism Profile

